

1365-19



PLASTICS AVENUE

GENERAL ELECTRIC

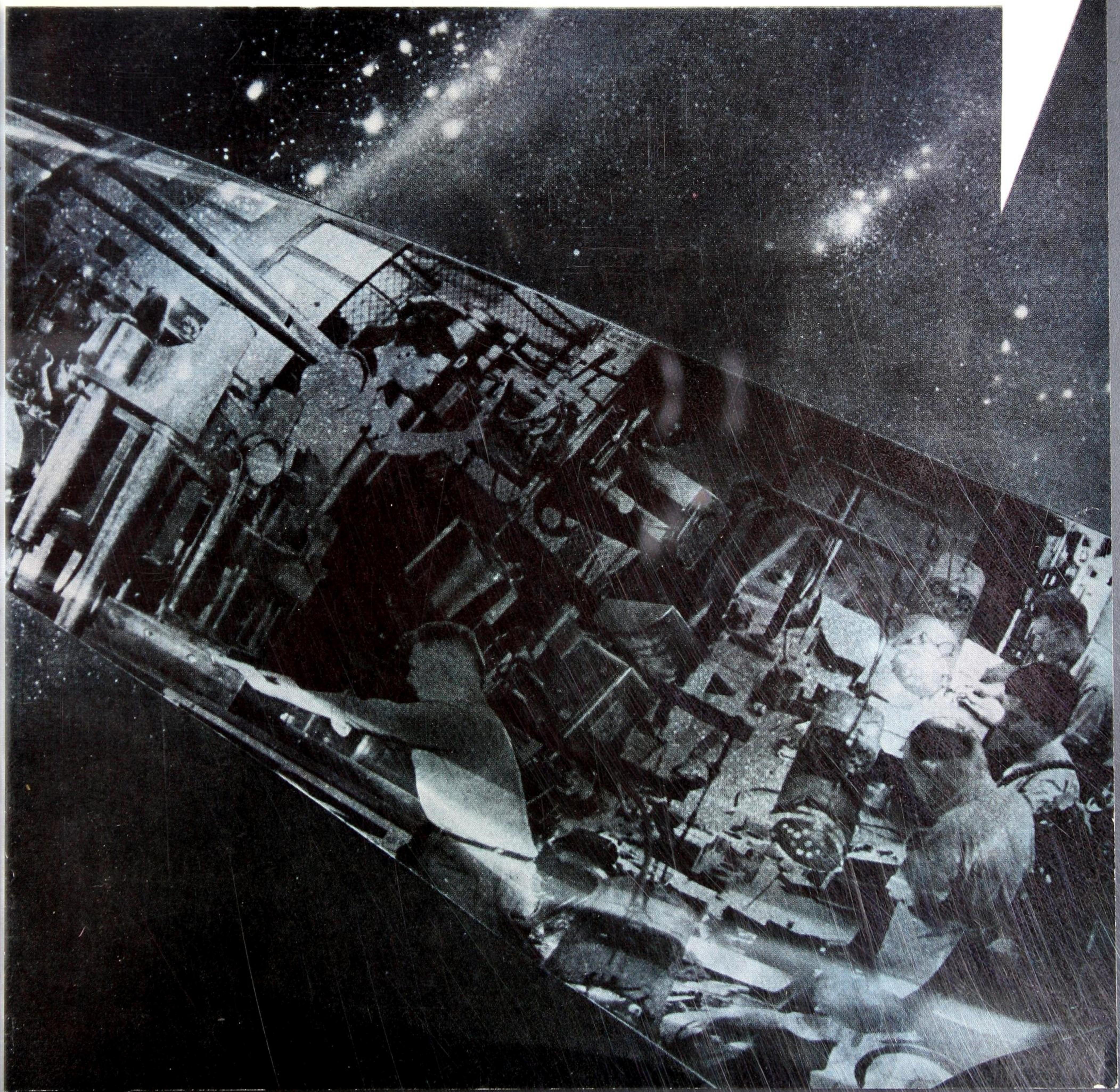
GENERAL ELECTRIC

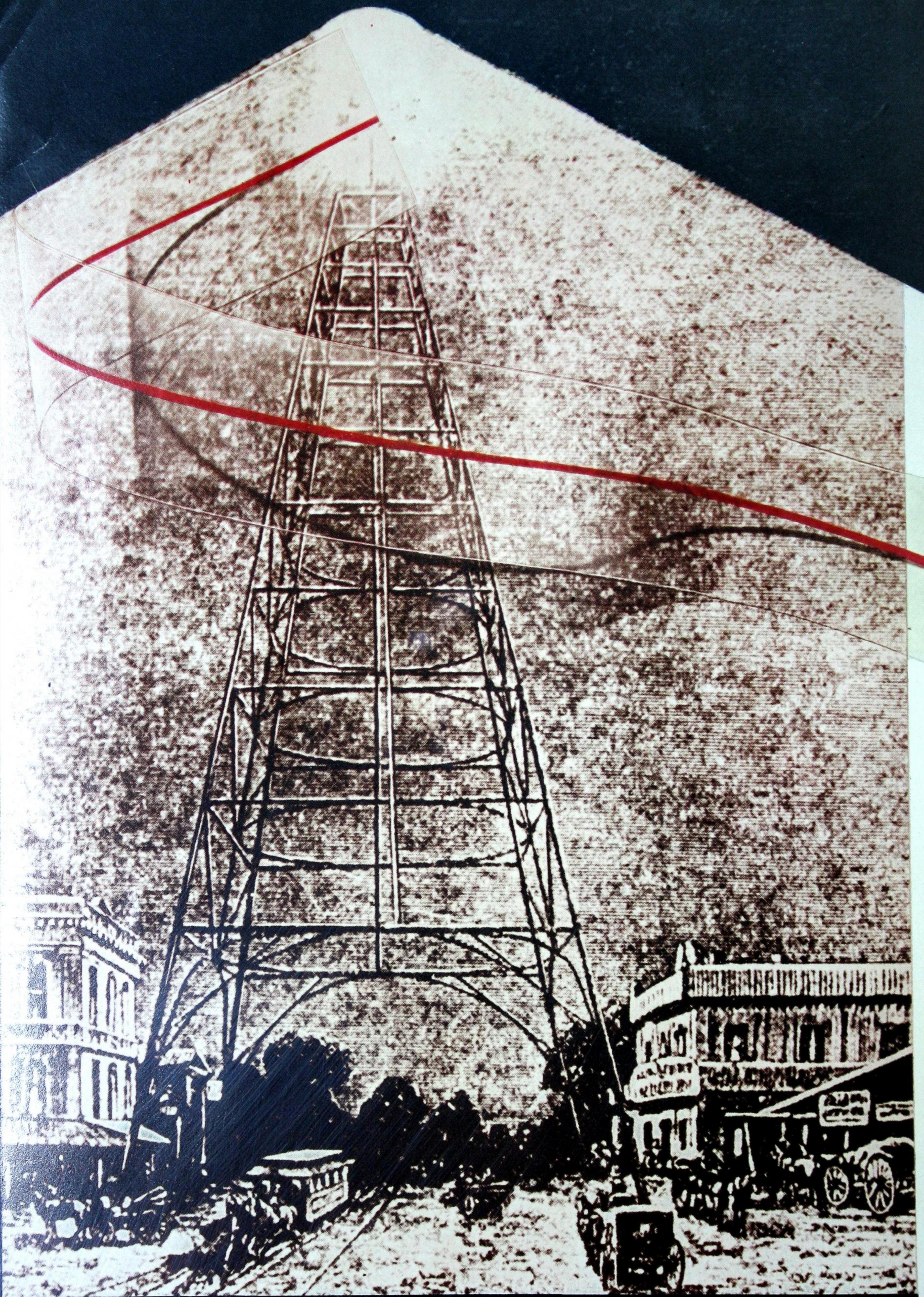
GENERAL



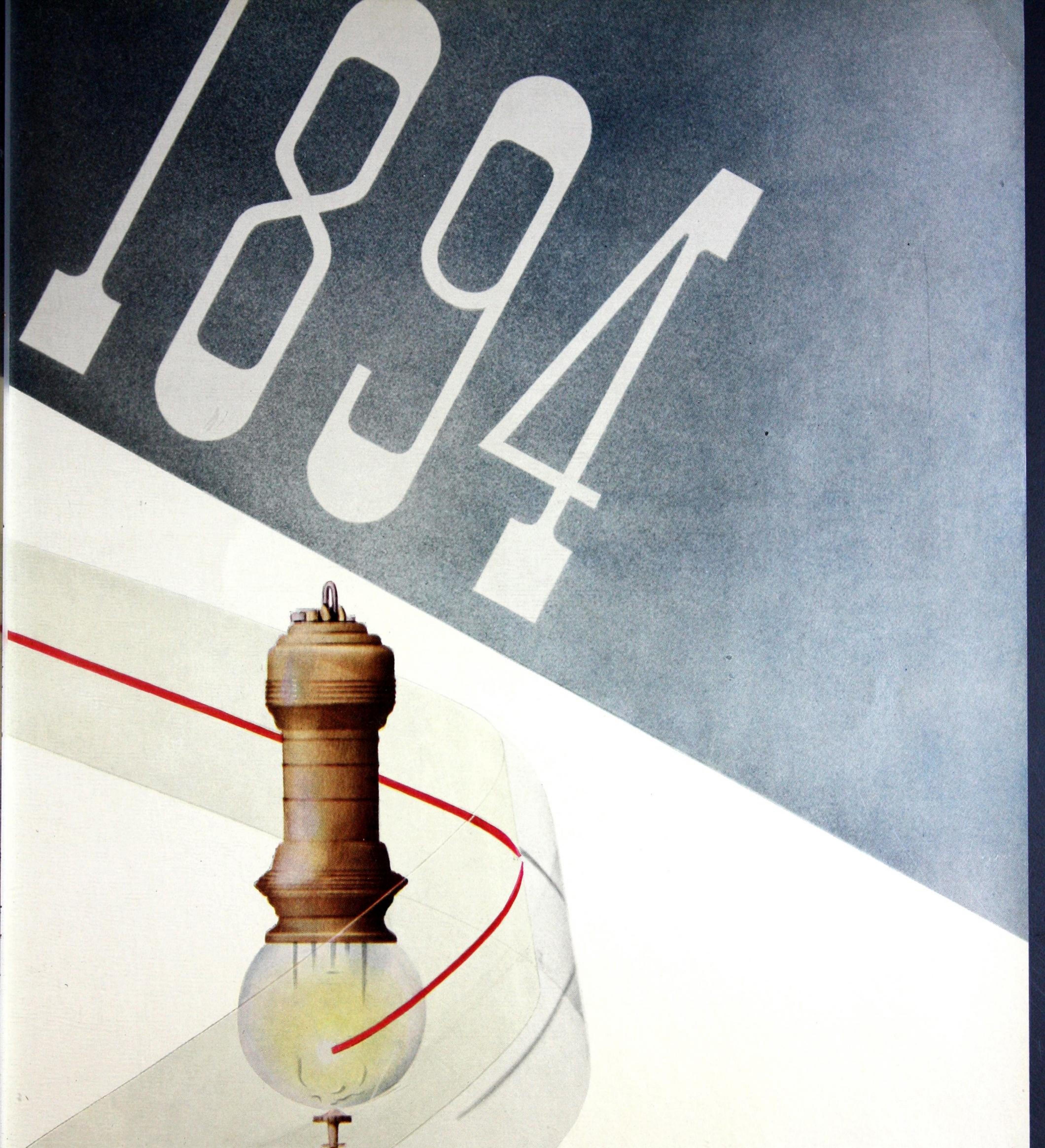


SINCE 1894 almost a half century ago, General Electric has been making plastics products. Today, at One Plastics Avenue, Pittsfield, Mass., stands the largest plastics molding plant in the United States, buttressed by development, designing, engineering, and manufacturing staffs second to none in the industry. As pioneer and recognized leader in plastics manufacture, General Electric offers unmatched facilities for the production of plastics parts for essential industrial and war uses.

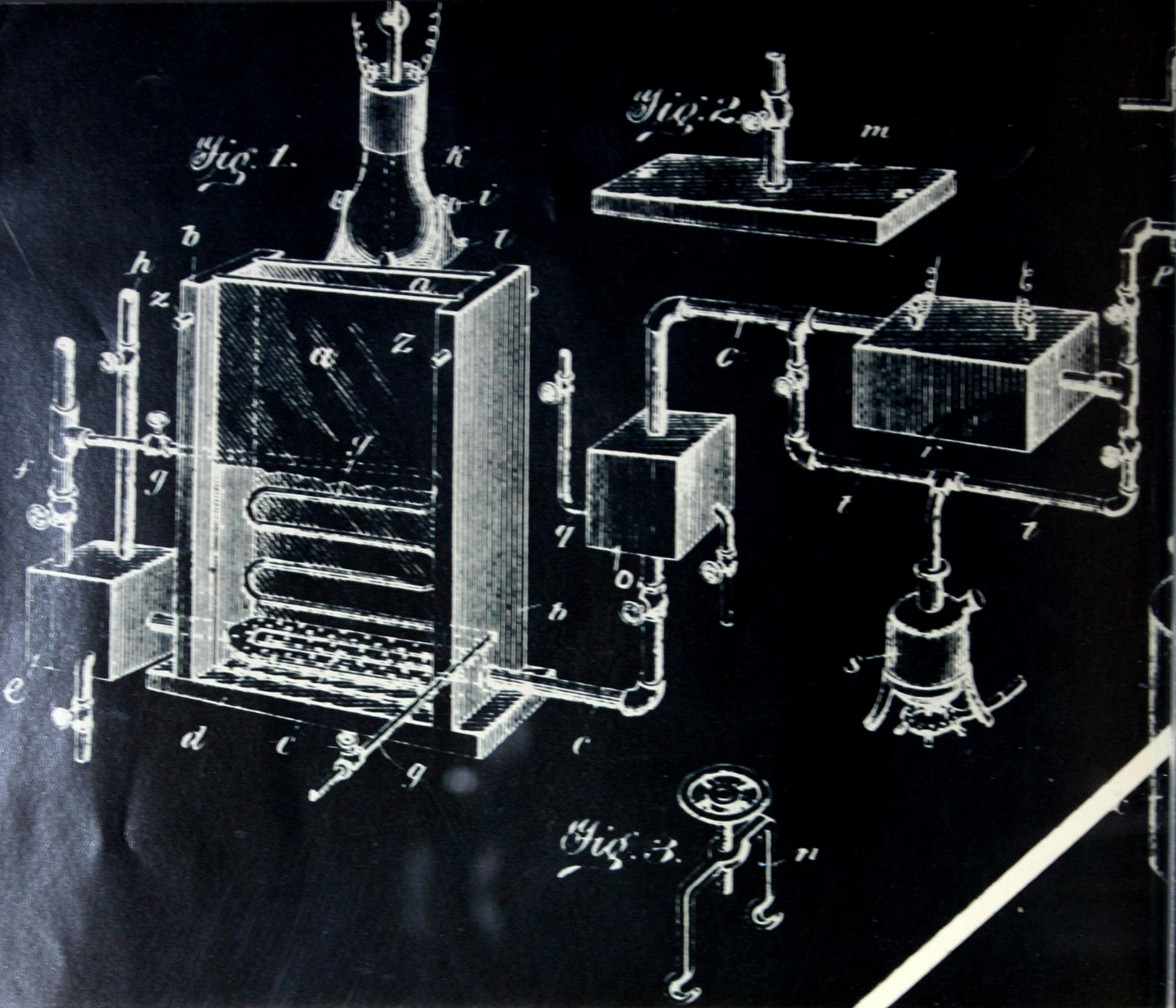




Arc lights, mounted on high towers, were expected to illuminate whole communities from one central spot in early attempts at street lighting.



Forty-nine years ago, General Electric made a plastics material from a mixture of clay and lampblack. It was needed for arc lamp carbons. Next, division plates for controllers and lamp-socket keys were molded. Before 1900, General Electric was molding shellac, hard rubber, copal and other natural resins to provide insulating parts for electric apparatus.



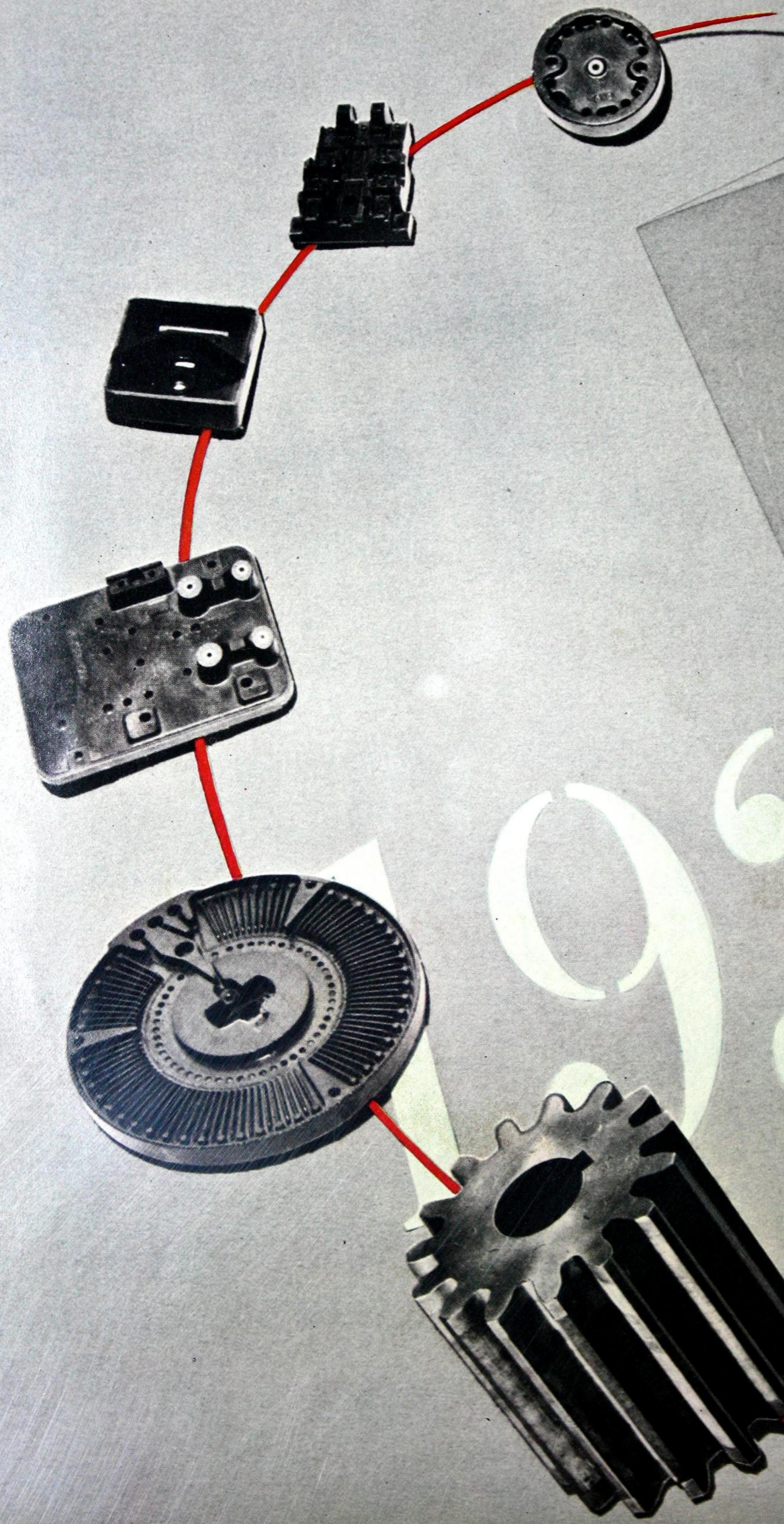
phenol



1912



Thirty-one years ago, General Electric began the manufacture of molded and laminated parts, using a new synthetic resin made from phenol. Today, phenolic resins are the most widely known and employed in the plastics industry; and General Electric stands first in the production of phenolic plastics parts.



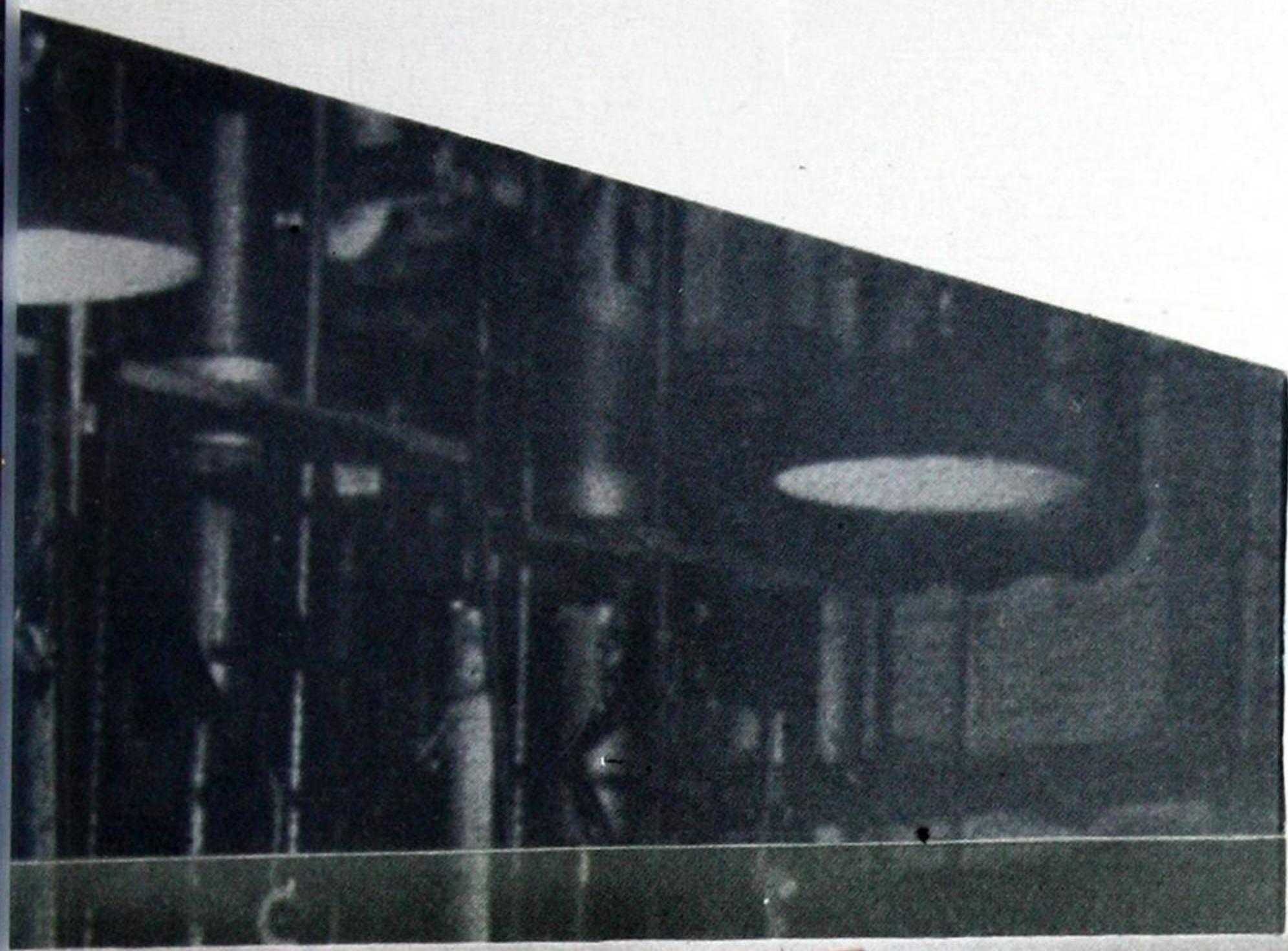


Alert to the future of plastics, General Electric in 1932 organized a separate Plastics Department within the company. This move brought into one unified group the wide-awake plastics-minded men of General Electric. Today the accomplishments of this department established One Plastics Avenue as the industry's most distinguished address.



1939

before the



ear

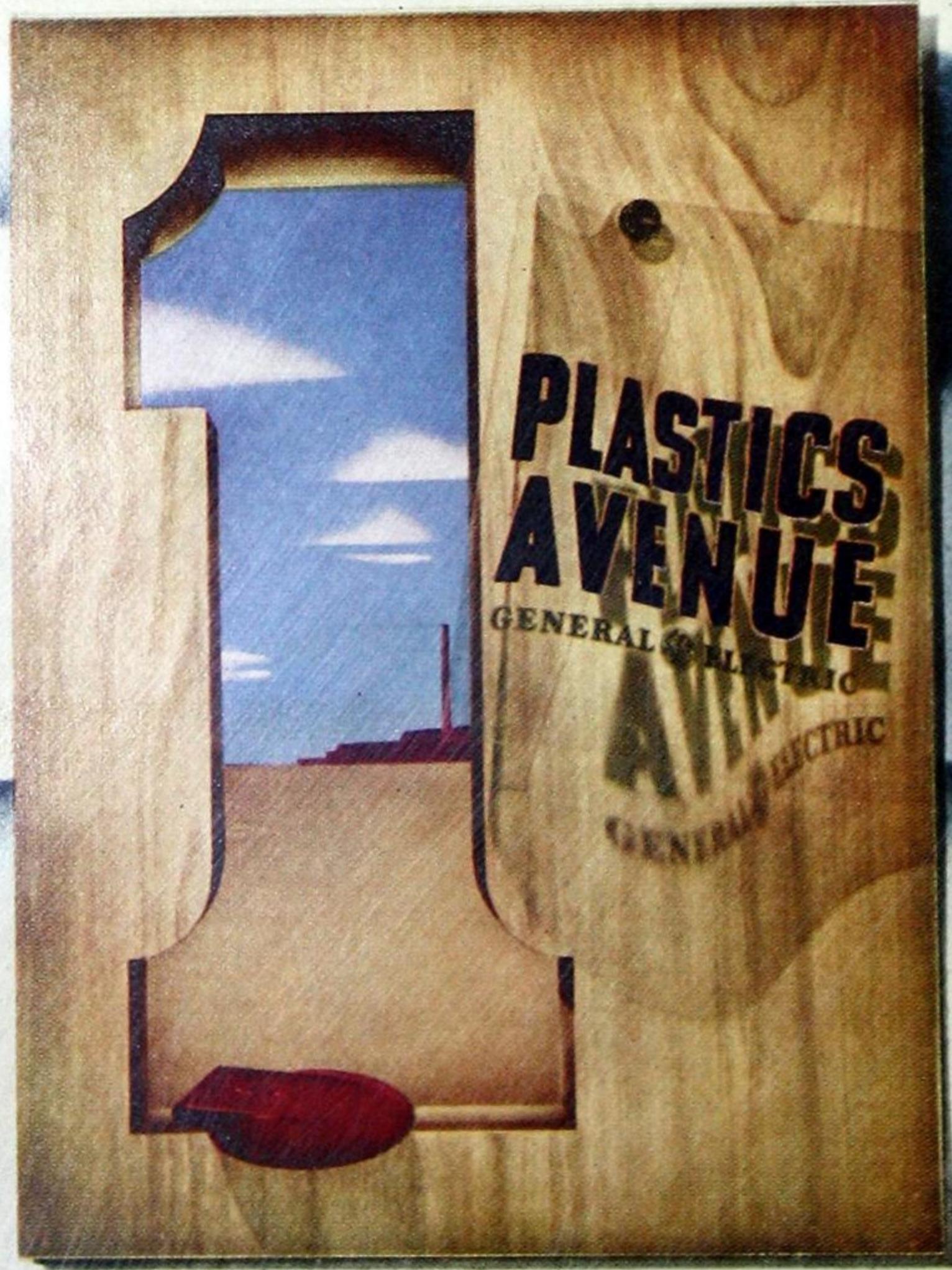
Before war began, One Plastics Avenue was a completely equipped plant, with a large laboratory, and experienced engineers, designers, and mold-makers. It solved customer problems, from development of raw materials to manufacture of the finished product. In 1939 One Plastics Avenue stood on the threshold of a great war; it also stood on the threshold of a tremendous expansion of the plastics industry . . . it was ready for both.

**LOAD
QUAD**



One Plastics Avenue is now at war. While we were at peace we made cams, panels, coils, relay blocks, switchgear housings, radio cabinets, cosmetic cases, camera lenses, switches, plugs, outlets, bearings, gears, hardware handles, transformer parts, rayon-spinning buckets, cups for milking machines, lighting fixtures, caster wheels, shoe heels, band saw wheels, magneto caps, washing machine agitators, vacuum cleaner hoods, hair dryer hoods, phonograph arms, giant fan blades, toys, elevator gibs, auto lamp tester housings, watch cases, business machine housings, clock cases, kitchen utensils, soap dispensers, clarinet reeds . . . and thousands of other items like that. Today, no airman, soldier, or sailor goes into combat without the use of one or even hundreds of plastics parts. We have one customer . . . the United States. For our country, we are finding hundreds of new uses for plastics. We are developing new materials and new techniques and are manufacturing plastics products faster and better than ever before. These products go directly into vital combat equipment.





194X

Out of the skills we have learned in this war, we shall build new miracles
in plastics for the peace. Who knows what these will be? Plastics air-
planes, bathrooms, furniture, clothes? At One Plastics Avenue, we have
some ideas and even some blueprints for the future. For we are deter-
mined that, as in the past, One Plastics Avenue must continue the leader
in the production of new and improved plastics parts for a better world.

ONE PLASTICS AVENUE SALES OFFICES

920 Western Avenue, West Lynn, Massachusetts
34 Cambridge Street, Meriden, Connecticut
1405 Locust Street, Philadelphia, Pennsylvania
570 Lexington Avenue, New York, New York
700 Antoinette Street, Detroit, Michigan
840 South Canal Street, Chicago, Illinois
4966 Woodland Avenue, Cleveland, Ohio
1635 Broadway, Fort Wayne, Indiana
110 N. Illinois Street, Indianapolis, Indiana

P L A S T I C S D E P A R T M E N T
GENERAL  **ELECTRIC**